

US Army Recruiting Command



2013 USAREC Soldier and Family Assistance Survey

G-1

28 January 2014



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SFAB Survey Summary Report

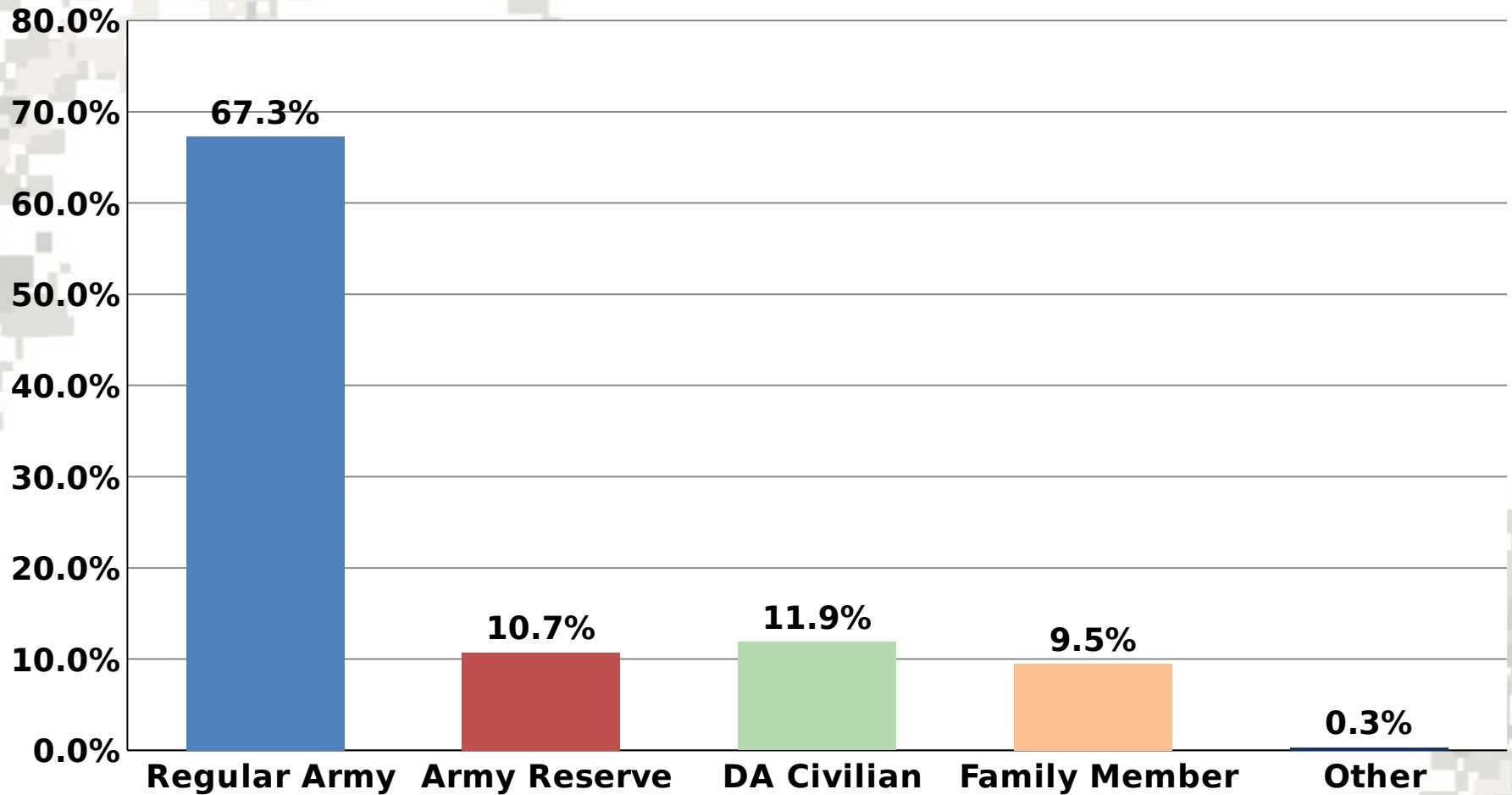


- Survey Purpose: Receive feedback from Soldiers and Families on USAREC quality of life programs and suggestions for improvements.
- Survey was open from 4 Dec 13 to 27 Dec 13.
- Received 960 survey responses
- Four major concerns:
 - > Receiving updated and accurate information on SFA programs
 - > USAREC AS YMCA Gym Program ending
 - > Events affecting Recruiter's pay: Basic Allowance for Housing and changes in the Special Duty and Assignment Pay.
 - > Awareness issue with the 5 hour Respite Child Care and Plan My Move
- Demographics: good representation from military and family members from across command with varying ages and lengths of time in USAREC
- Most popular SFA programs: Army Emergency Relief, Exceptional Family Member Program, AS YMCA Gym Membership Program, Military Family Life Consultant Services, Sexual Harassment and Assault Response Prevention Program (SHARP), overall satisfaction with the Battalion SFAPM



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What is your component?

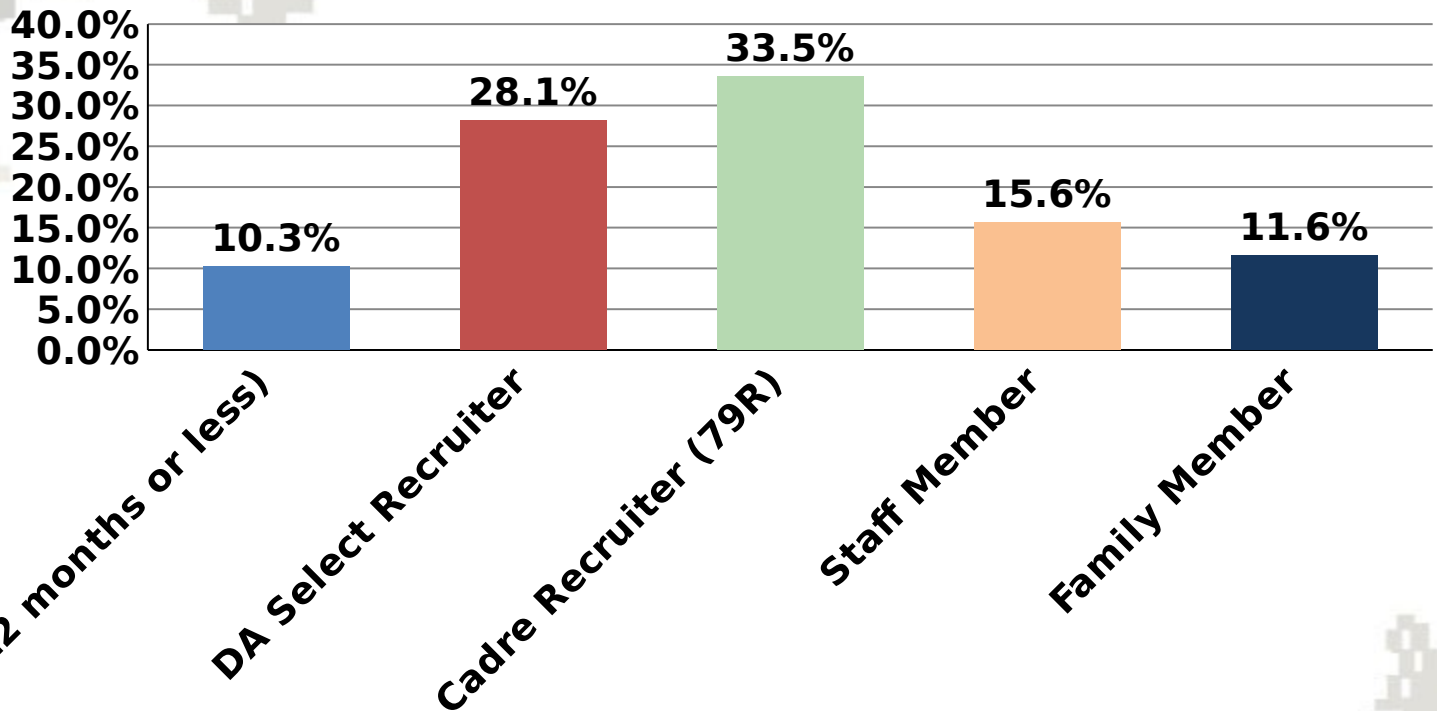


3 respondents did not answer this question



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What is your recruiting experience?

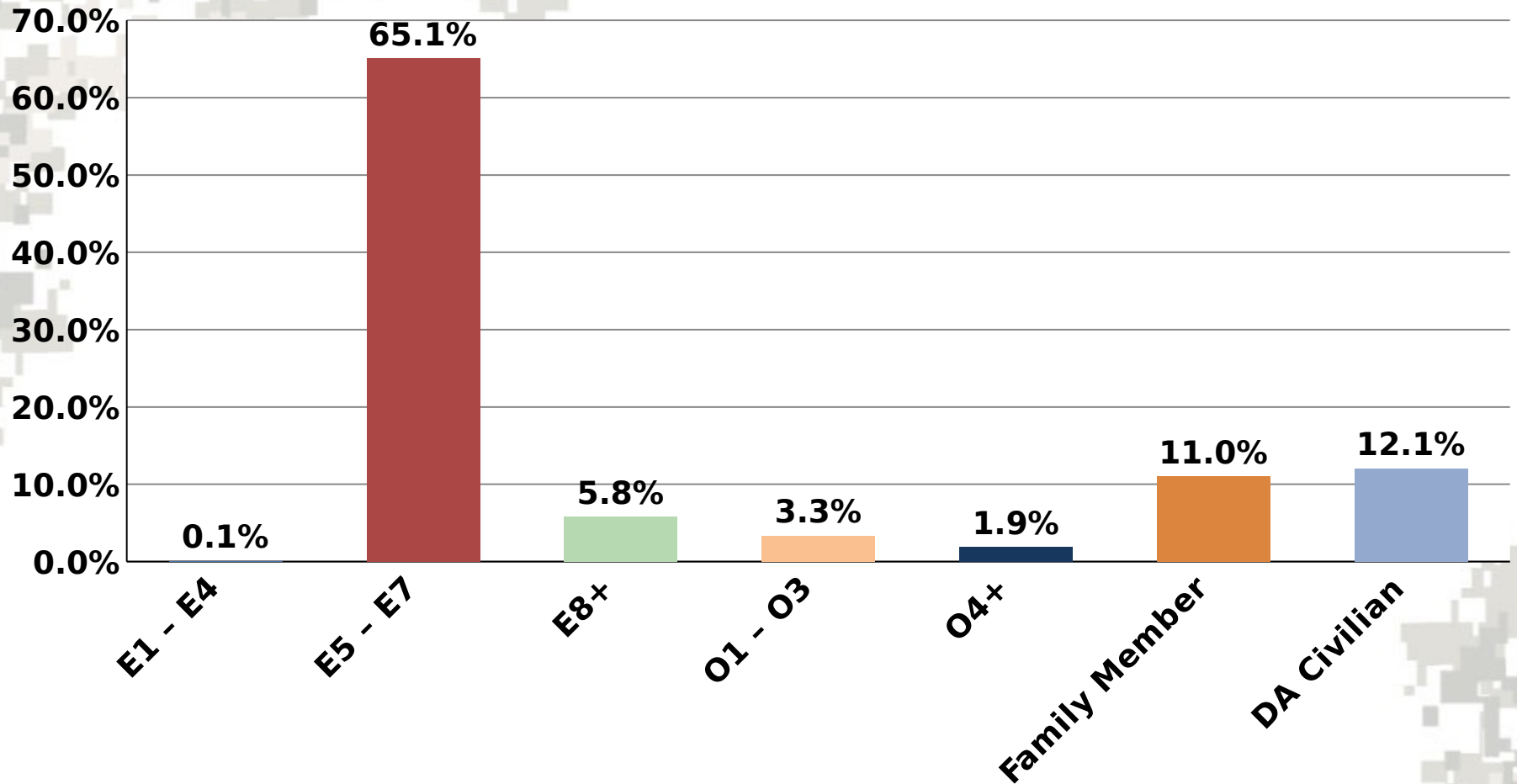


8 respondents did not answer this question for total of .8%



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What is your rank?

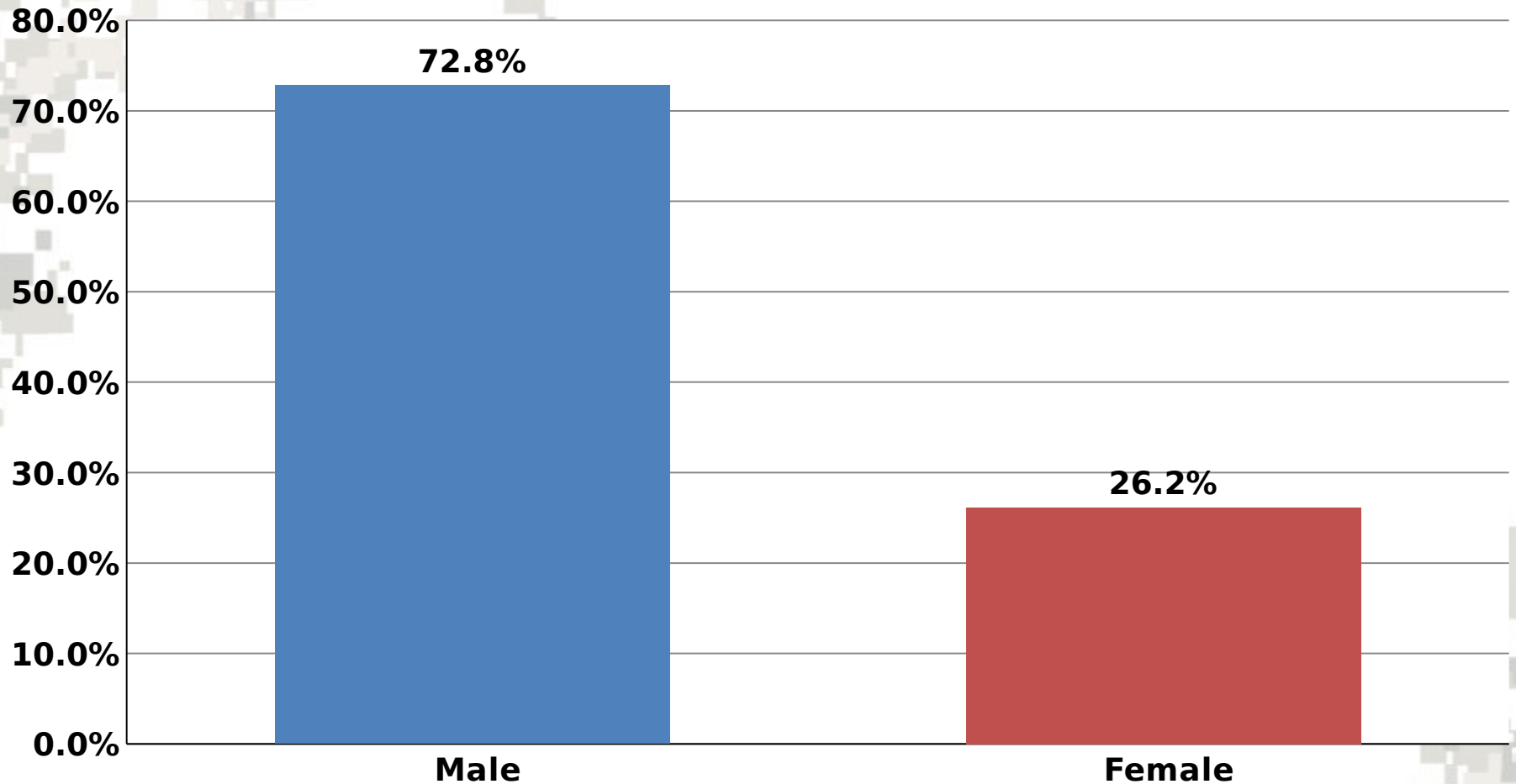


6 respondents did not answer this question for total of .6%



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Are you male or female?

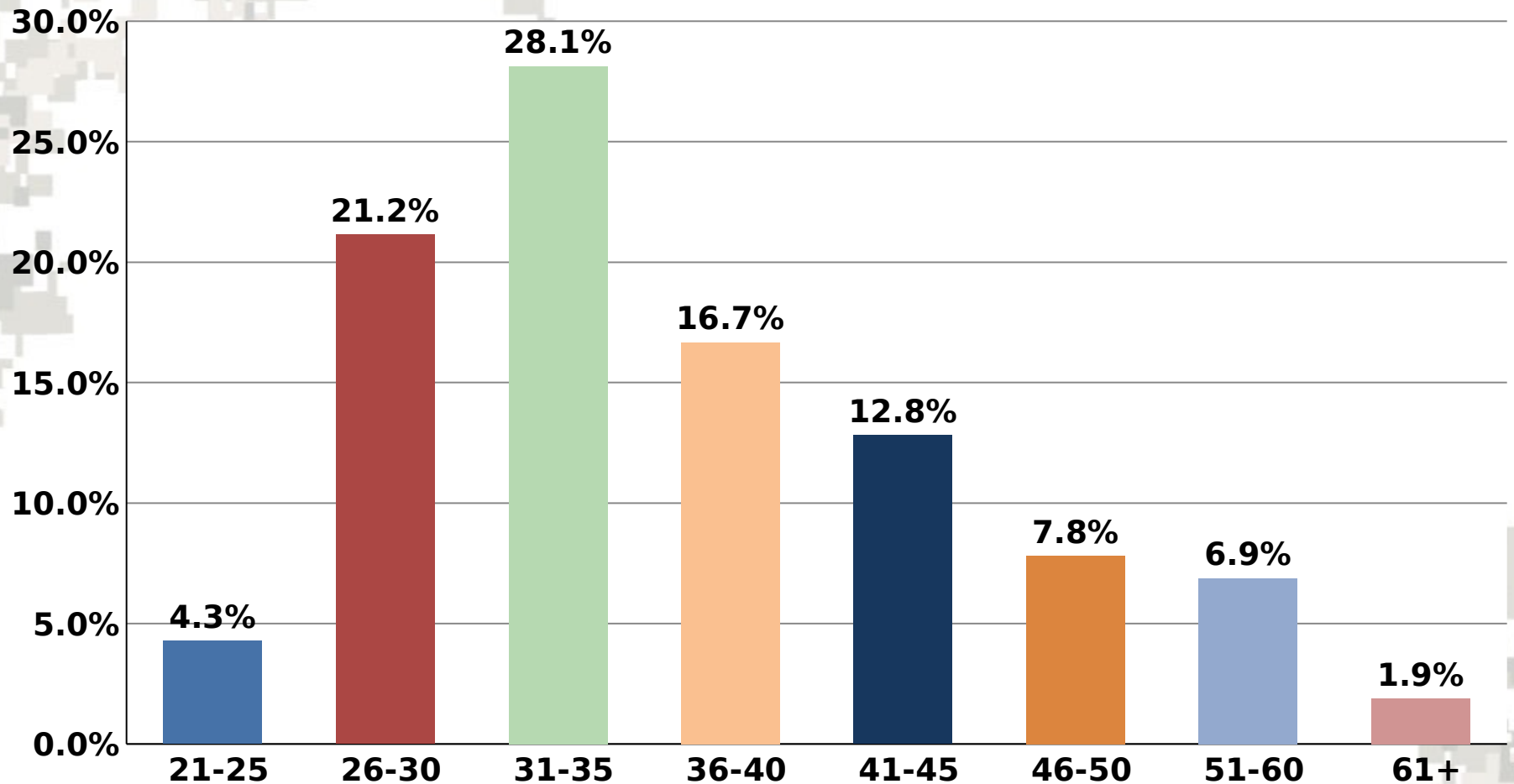


8 respondents did not answer this question for total of .8%



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How old are you?

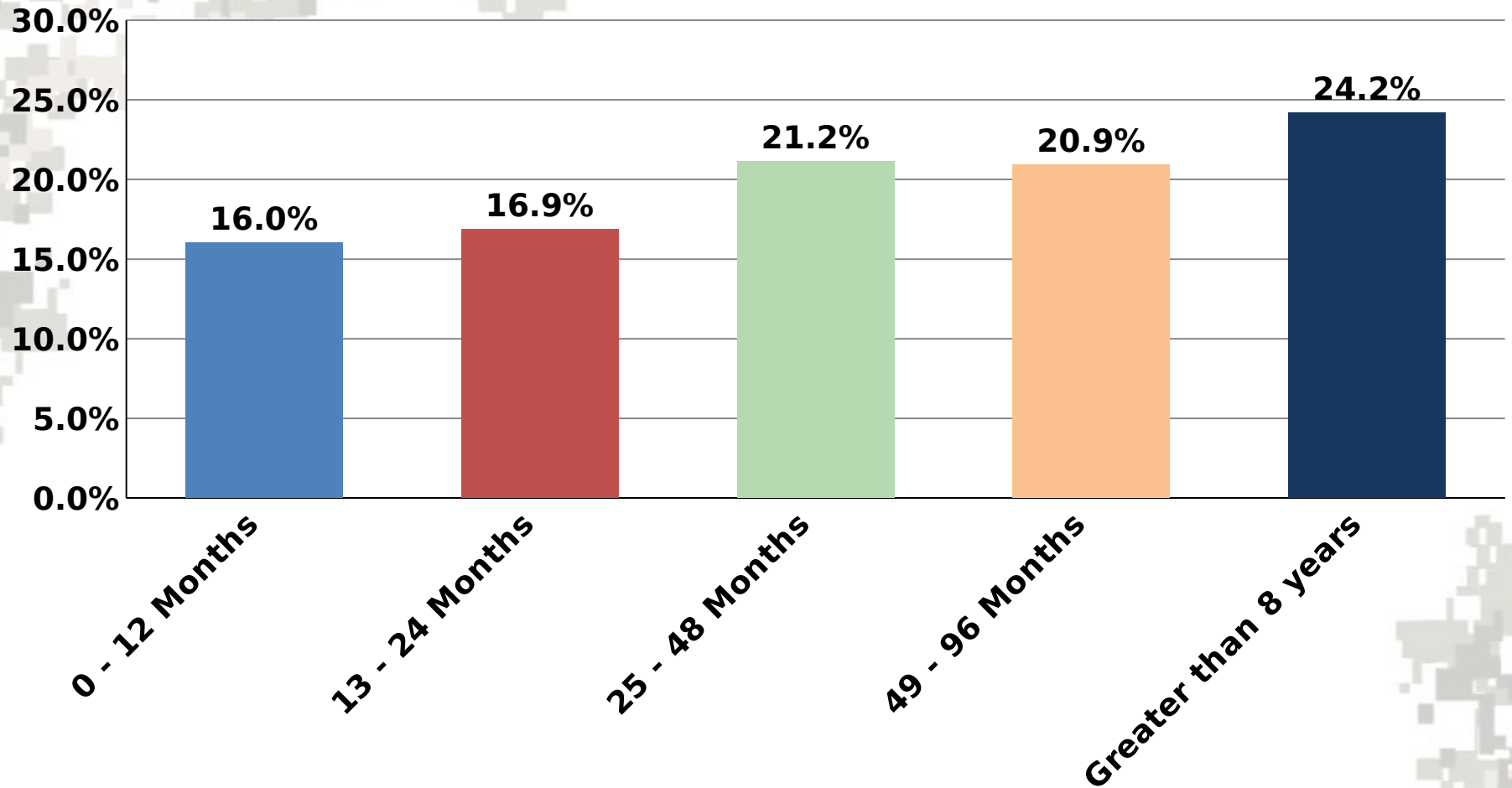


4 respondents did not answer this question for total of .4%



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How long have you been assigned to USAREC (in months)?

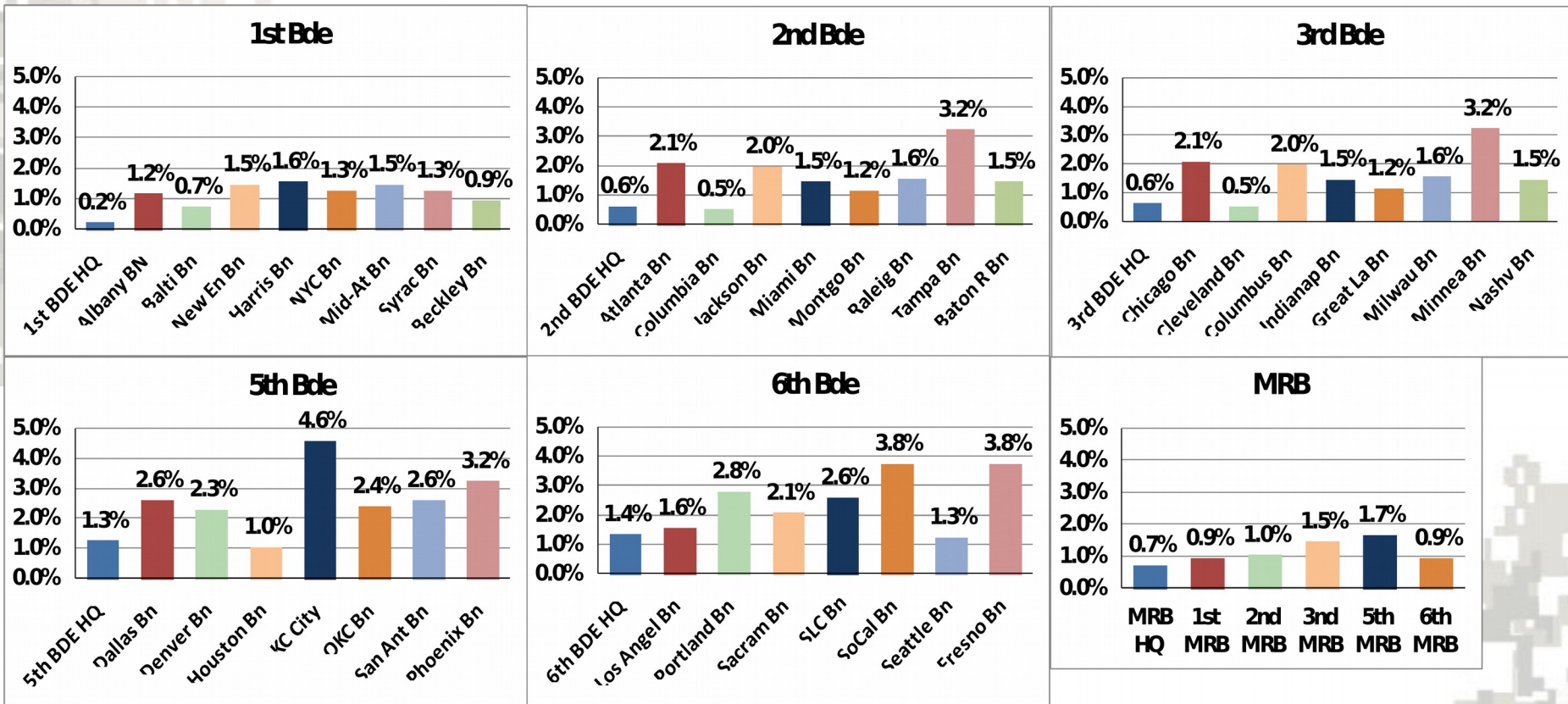


8 respondents did not answer this question for total of .8%



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What battalion are you assigned to?

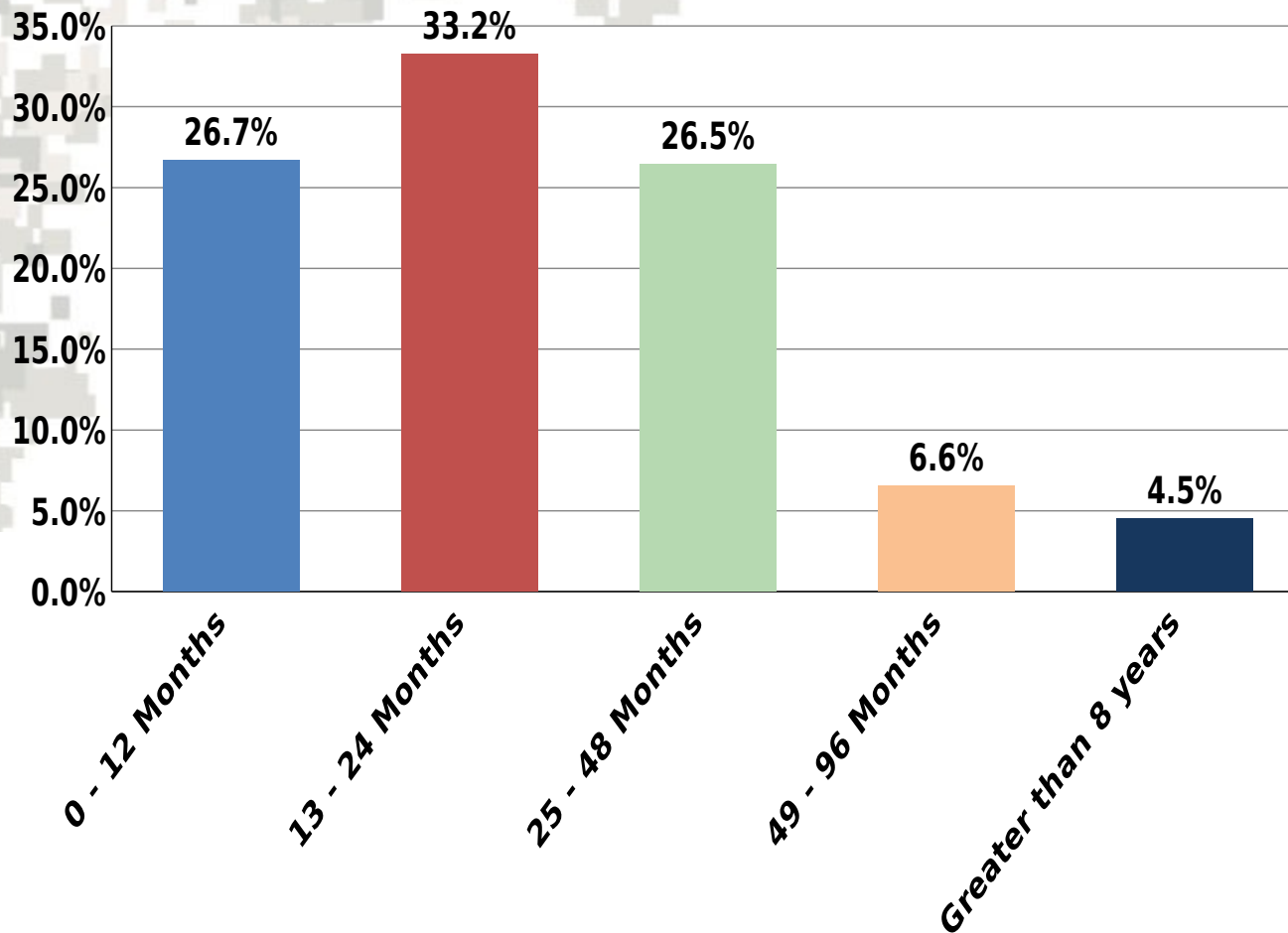


16 respondents did not answer question for total of 1.7%



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How long have you been assigned to your current duty station (in months)?

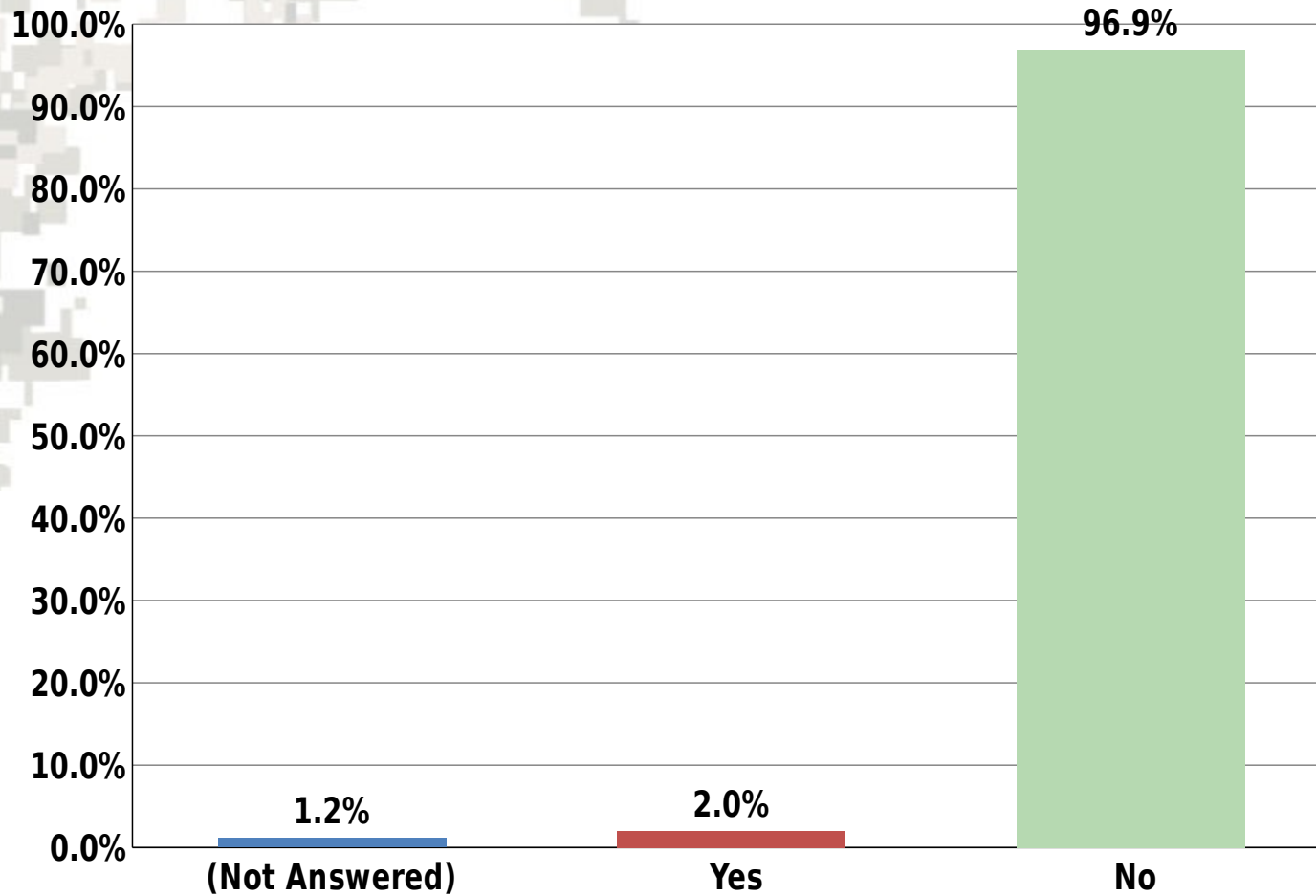


25 respondents did not answer this question for total of 2.6%



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Have you ever taken advantage of the 5 - hours per month free child

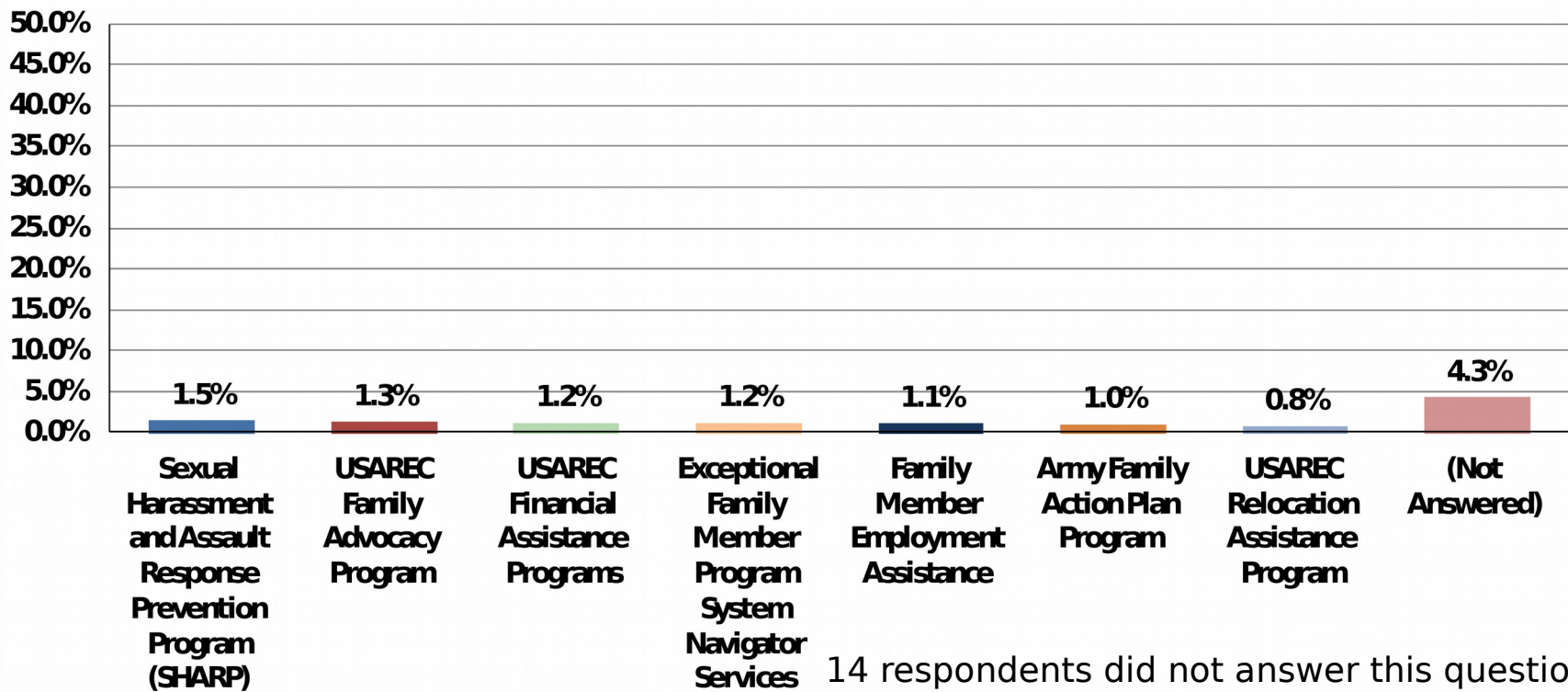
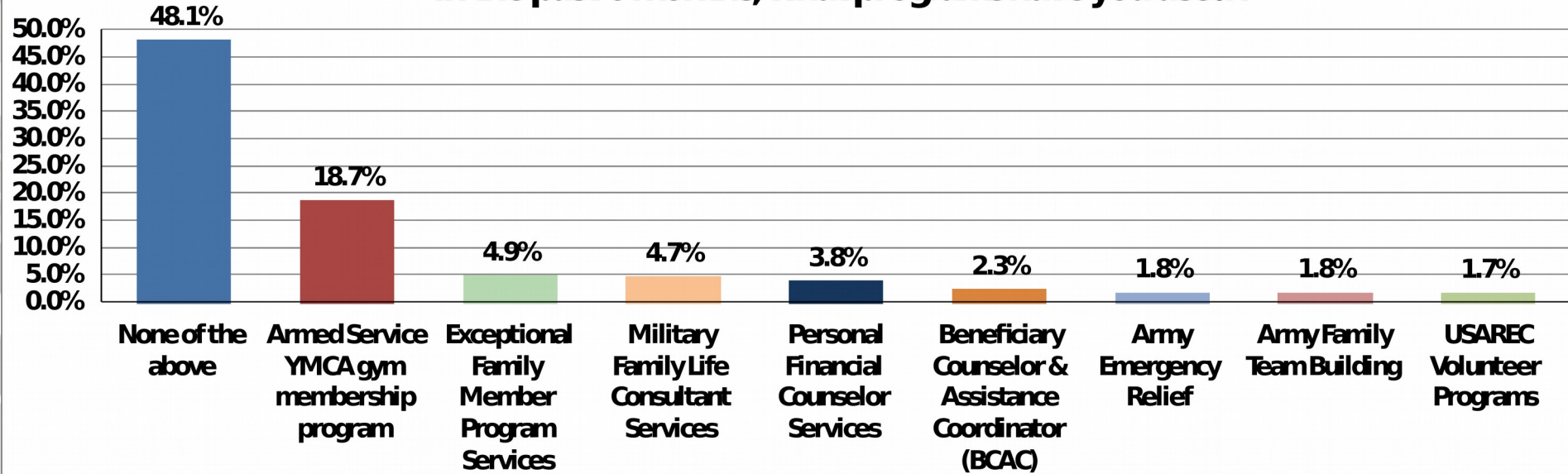


11 respondents did not answer this question for total of 1.2%



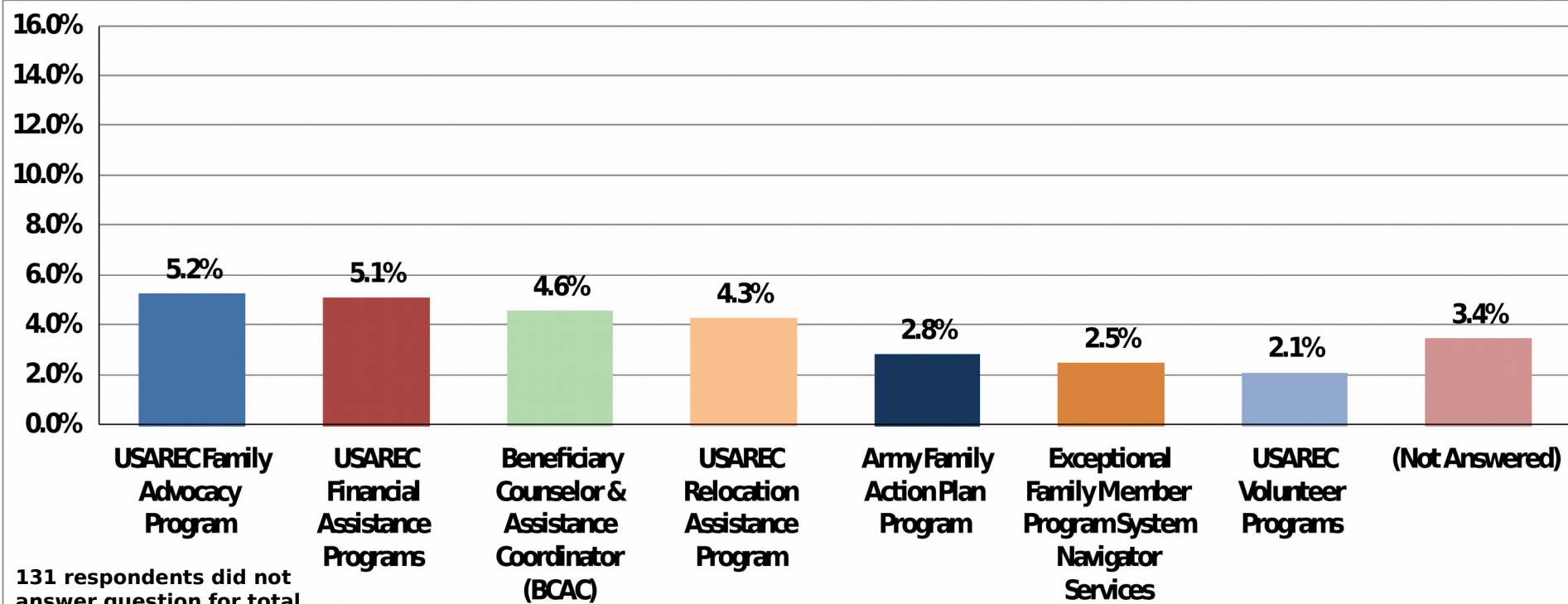
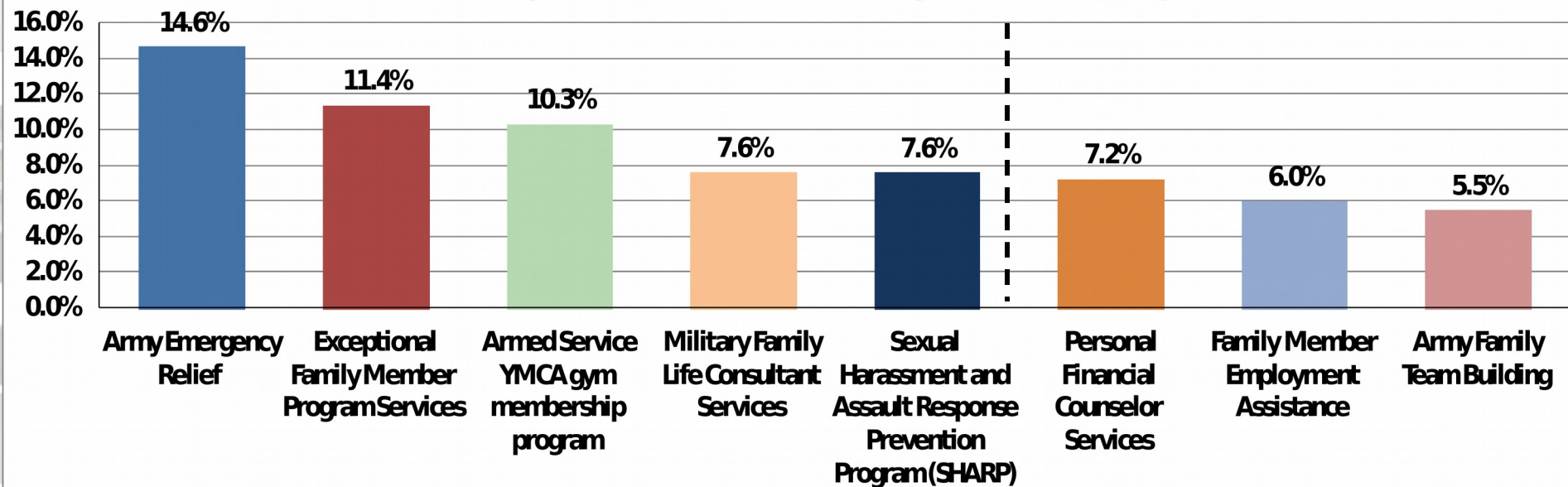
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In the past 6 months, what programs have you used?

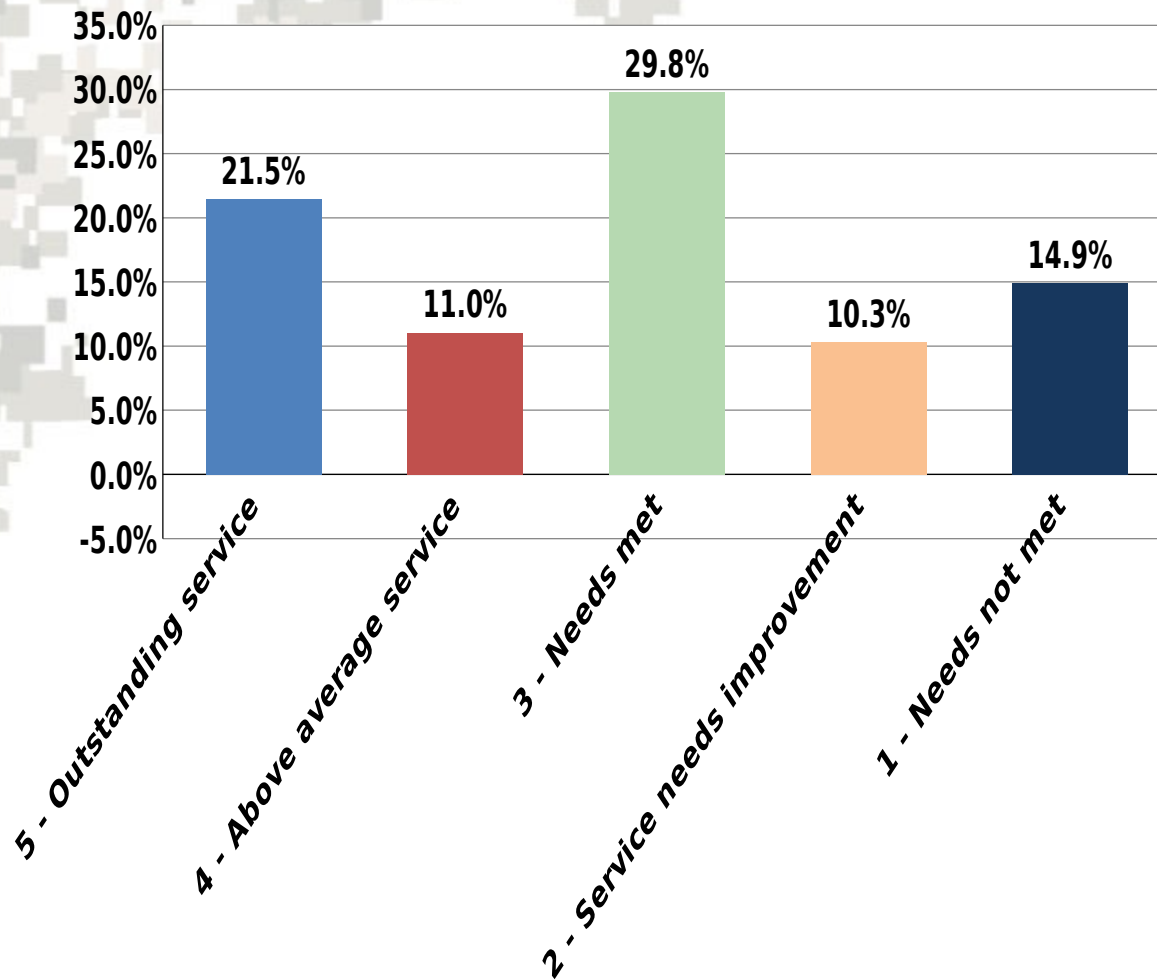


14 respondents did not answer this question for total of 1.2%

Identify the top 5 Soldier & Family Assistance programs.



Rate the customer service provided by your battalion Soldier and Family Assistance

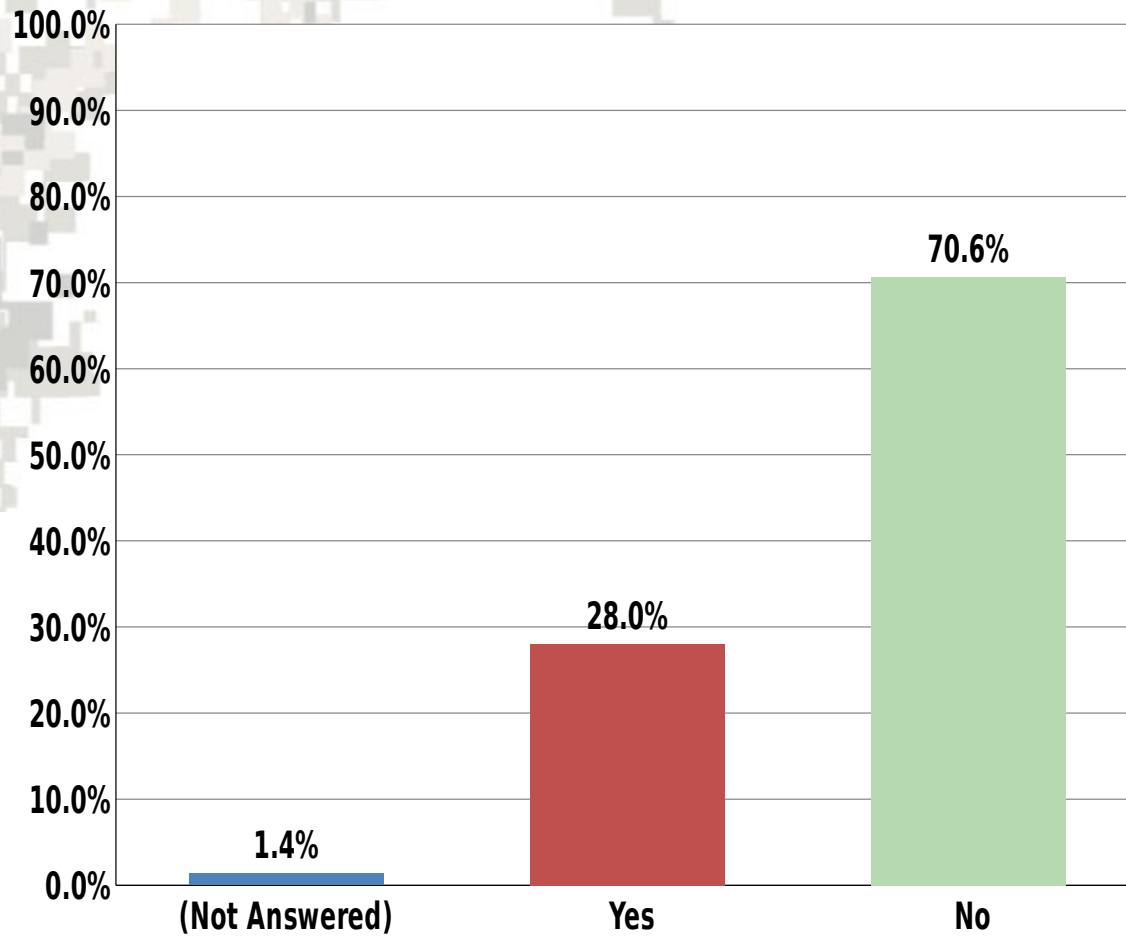


120 respondents did not answer this question for total of 12.5%



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Were you aware that your battalion had a "Plan My Move" site on Military Onesource?

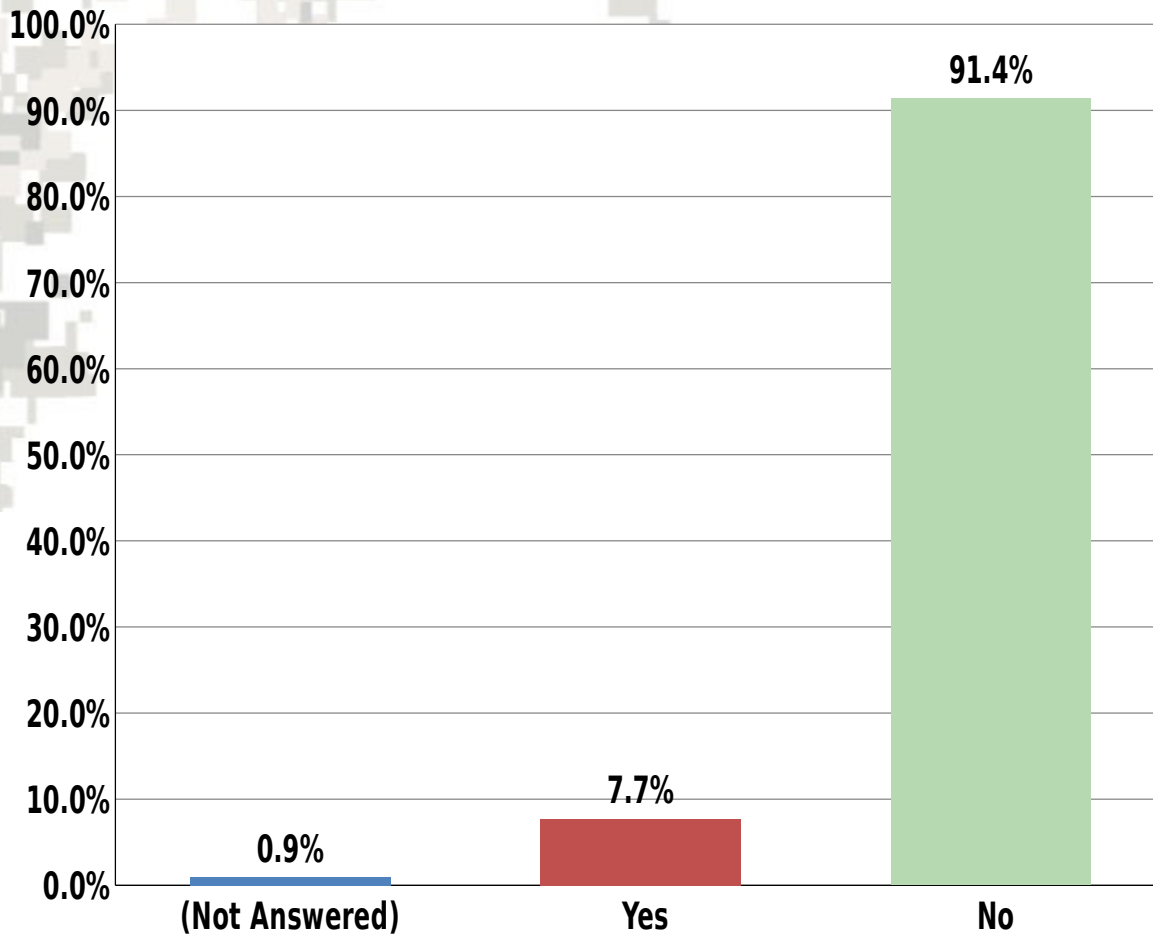


13 respondents did not answer this question for total of 1.35%



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Have you visited the Soldier and Family Assistance Branch website/Facebook page?



8 respondents did not answer this question for total of .8%



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If you answered yes, what is missing?

Please list your likes/dislikes



There were 67 free text responses with most common comments being:

- Appears to be one of the first places visited when they are becoming a Recruiter or preparing to have a permanent change of station
- There were comments for USAREC SFA facebook page in battalion facebook page and vice versa
- Need more awareness of USAREC SFA page, there is low percentage of visits and number of comments

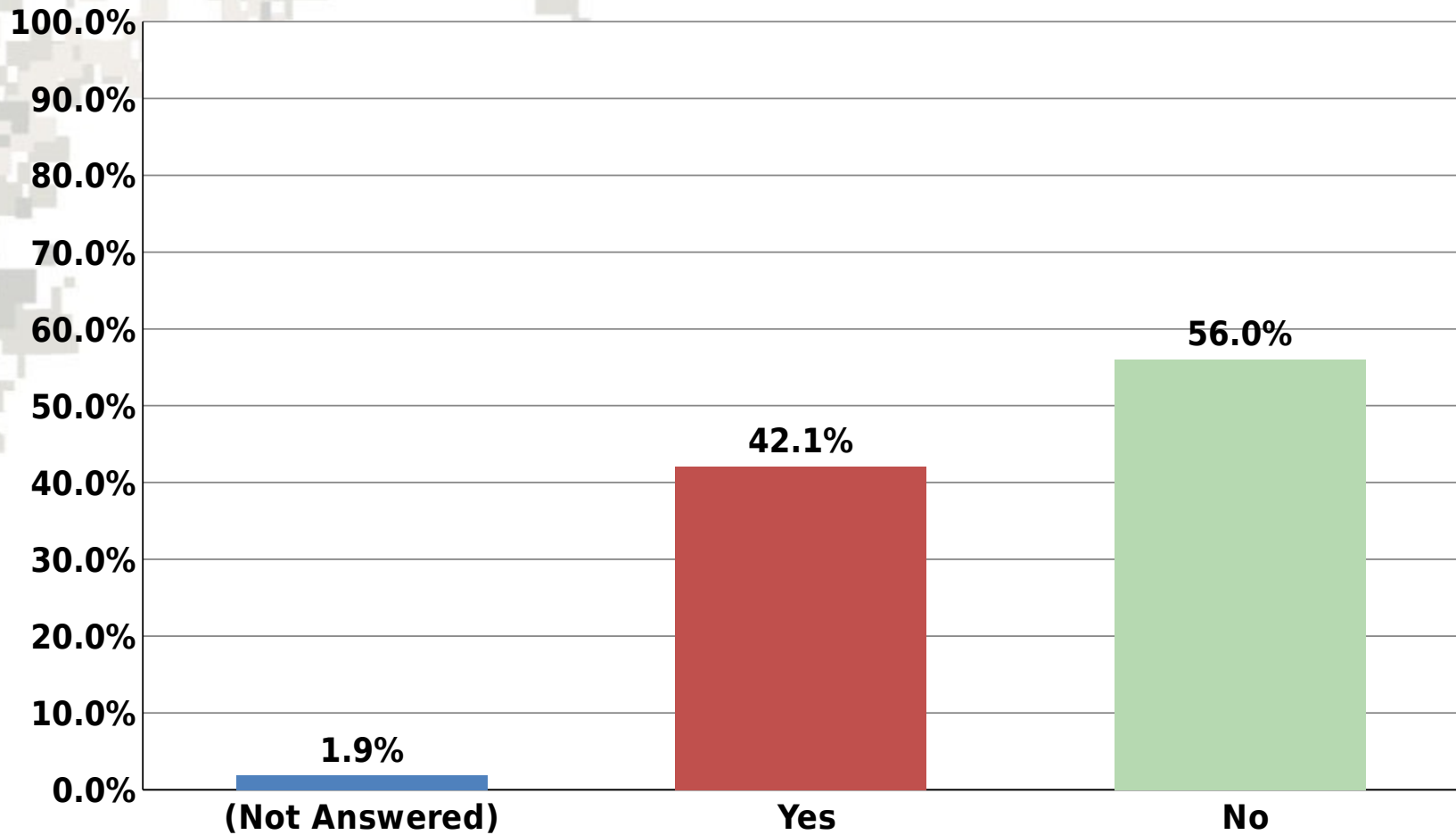
Some sample responses below:

- Clear social media guidance on what audience each level of command should be reaching.
- There should be highlighted stories of Soldier in the Command in addition to FS success stories
- Personality, The USAREC Social Media guide needs to be changed to reflect the CG's intent. As of now, we are only supposed to post from DoD websites.



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Have you visited your unit's website or Facebook page?



8 respondents did not answer this question for total of .8%



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If you have visited SFA website, what is missing?

Please list your likes/dislikes



There were 196 free text responses with most common comments being:

- When pages are up to date and relevant, the unit and family members are satisfied with the Facebook page
- There are many unit Facebook pages that need updating
- Facebook pages should be used more to assist incoming personnel

Some sample original responses below:

- The battalion website contains most of the information I require. I would like to have additional capabilities to build the company sites to make them more useful for families and new Soldiers.
- There should be highlighted stories of Soldier in the Command in addition to FS success stories
- An area for the frg leader to post things (I am the frg leader).

Total Needs Improvement Comments: 82

Total Positive Comments: 46

Total Outdated Comments: 22



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Please list any programs that are not currently offered that you would like to see offered.



There were 189 free text responses with most common comments being:

- The most common comment was concern for the continuation of the gym/YMCA program .
- More assistance with employment and childcare.
- Additional BOSS/MWR events and support

Some sample original responses below:

- Programs that improve quality of life for families and soldiers. Programs that provide the community information that is normally available through your ACS office.
- Scream Free classes, they had them at my last installation but I didn't get the chance to attend.
- I would love to see AFTB offered and when AFAP is coming - way more notice of this to families within the battalion. There is no volunteer or FRG programs. I attempted to get the Battalion FRG off the ground and received NO support from any leadership.
- There should be someone from Battalion sending SMEs to the company level to speak to families at FRG Mtgs

Total comments listing YMCA/gym membership: 35

Total comments stating they were uninformed about the SFAB Programs: 18

Total comments listing BOSS: 11

Total comments listing childcare: 7



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Please add any comments on how you feel USAREC could improve quality of life support to Soldiers and their Families.



There were 389 free text responses with most common comments being:

- When pages are up to date and relevant, the unit and family members are satisfied
- Return to normal standard scheduled hours
- Re-evaluate BAH for housing rate and reduction of SDAP

Some sample original responses below:

- USAREC ruined my marriage, and did NOTHING to help, and didn't care when it was over
- make sure that before you call a soldier on move ask if he is EFMP or not then talk about what he needs for that move
- We don't need to PCS every three years. My last move has cost me and my family \$1900 per month because my spouse had to quit a good paying job in this economy and has yet to find a job at our new location.
- A travel team to support families that do not live in the battalion footprint.
- Program for daycare and a gym membership since we do not live near a post where these things are free
- SFA provides a multitude of services to our members. I have especially enjoyed the financial counseling and family support services because my family was at stake; marriage was crumbling, son was having a meltdown, my daughter is an EFMP.
- Continue taking care the soldiers and their family as my unit and Bn does now.



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**Please add any comments on how you feel USAREC
could improve quality of life support to Soldiers
and their Families.**



Summary Totals of Comments Submitted:

Total comments about YMCA: 33
Total comment about work hours: 27
Total comments about BAH/Housing: 25
Total comments about SDAP: 21
Total comments about Sponsorship: 9
Total comments about EFMP: 8
Total comments about FRG: 8
Total comments about respite/childcare: 7
Total comments about BOSS: 4



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Strategies for Marketing SFA Program and Services

- Coordinate with ARC for SFA to receive POC info on incoming Spouse and children to send the Spouse Welcome Packet and Resource Guide
- SFA provide Company Commanders a Family Program Checklist highlighting information about SFAB Programs and ICE to pass to Soldiers, Spouses
- SFA provide Newcomers Orientation twice a month via teleconference to welcome new Spouses and provide them with information on SFAB Programs
- Synchronized and Coordinated effort on marketing strategies, with all BDE/BN SFAs and HQ USAREC SFAB, posting information on all Facebook sites simultaneously, to be in sync with marketing our programs and services . Will allow us to know what is being presented across the command via Facebook.
- Printed copies of USAREC Family Strong Resource Guides for Recruiting Companies and Centers
- SFAB Family Program Banners in Companies/Centers/ARC to promote all USAREC SFA programs
- TRICARE presentations at ARC
- More marketing materials, i.e., posters, pamphlets, handouts, etc at Centers, Companies and ARC



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